

COMPETITIVE ACTIVITY

MARKET Worcester, Ma

PLANT OPERATOR Ackerley Communications DATE 11/29/83

T/A 100

12 MONTH CONTRACTS

	POSTING				ROTARY				PERMANENTS		
	GRP's	BRAND	\$	#	BRAND	\$	#	BRAND	\$		
PHILIP MORRIS	47(81)	Mint	11,259.47								
R J R	48	Satin/Vantage	16,464.00				1	Salem	2400.00		
B & W											
LORILLARD	475	Satin	20,630.00				4	Satin	19,600.00		
AMERICAN											
L & M											

SHORT TERM BUYS

COMPANY	POSTING				#	ROTARY		
	GRP's	BRAND	MONTHS	\$		BRAND	MONTHS	\$

AVERAGE COST #50 \$13,754.07

1 ROTARY N/A

1 PERMANENT \$2400.00

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